



Paul & Liam | [@Betting4Profits](#) | March 8, 2026

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*I have written this article to help you maximise what is one of my favourite markets in football, the very profitable "Both Teams to Score" market.*

This is a fairly in-depth guide to the Both Teams to Score (BTTS) market, but trust me — it's well worth the read. You can't strike gold without putting in a little effort, right?

In this article, I'll explain exactly why I love this market so much, share the key numbers and stats that show why it can be so profitable, walk you through my pre-match selection process for spotting real value, and reveal a simple but powerful in-play strategy built around two crucial factors that often give us a clear edge during the game.

To finish up, I'll share some exciting upcoming developments in the BTTS world that could help all of us turn this market into even bigger profits.

## Why I Love This Market

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### It's a Binary Bet

Firstly, it is what is known as a **binary bet** — one of the simplest types of bets out there. It's basically a straightforward "yes or no" wager on whether something will happen or not.

For example: You bet £10 on "Will both teams score in this football match?" (Yes/No). If you're right, you win a fixed payout. If you're wrong, you just lose your £10 stake — no partial wins or complicated calculations. Everything is decided at the end of the event, and you know your exact risk and potential reward right from the start.

*It's like flipping a coin — but with better odds if you pick smartly!*

## Better Value Than Other Goal-Line Markets

From a value perspective, I believe the BTTS market often offers better bang for your buck than other popular goal-line markets. Plenty of games end 1-1 these days — and in those matches, the Over 1.5 Goals price is usually very short (1.20–1.40), whilst BTTS Yes is often priced around even money (2.00) or better.

Over 2.5 Goals might look similar in price to BTTS at first glance, but it gets stung far too often by that dreaded 1-1 draw (which wins BTTS Yes but loses Over 2.5). That's why the strategy I'll share focuses **only** on backing BTTS Yes at even money (2.00) or higher.

## Pure Enjoyment

Who doesn't love watching a game where you're rooting for goals from both sides? With BTTS, it doesn't matter which team scores — you're cheering for action and excitement the whole match. Every attack feels thrilling and the fun stays dialled up until the final whistle!

## Why the Numbers Work

We're only backing BTTS Yes at even money (2.00) or better, while targeting a realistic **60% strike rate**. Hitting 6 out of 10 bets is more than achievable if you focus on the right matchups — leaky defences, attacking teams, high-BTTS leagues — and at those odds it delivers a solid **20% ROI**.

## Quick Example — 10 bets of £100 each at 2.00 odds

Outcome	Result
6 Winners returned	£1,200
4 Losers cost	£400
<b>Net Profit / ROI</b>	<b>£200 — 20% ROI</b>

That's the beauty of it — consistent value hunting in this market can turn steady selections into real, sustainable gains. Stick to the plan, and the maths starts working in your favour.

## The Selection Process

Every day, I put in the hours to scan for the best opportunities:

- Identify **high-BTTS leagues** with fixtures that day — Dutch Eredivisie, Swiss Super League, Brazilian Serie A (60–70%+ BTTS average).

- Keep an eye on **lower-profile "sleepy" leagues** too — hidden gems where bookies offer juicier prices.
- Hunt for **high-attacking teams** with strong scoring form facing **leaky defences** that concede regularly.
- Analyse solid recent **BTTS records** and **xG data** showing real chance creation.
- Check **team news** (injuries to key players?), match context, motivation, stakes, and style of play.

As the universal law of cause and effect reminds us: the effort you put in directly produces the rewards. Consistent research turns good ideas into profitable bets — there's no shortcut, but the results make it all worthwhile.

## Pre-Match Value

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If we follow this selection process rigorously, every match I identify has at least a **60% probability** of BTTS happening — equivalent to fair odds of around 1.67 (3/5 fractional).

*So when we snag BTTS Yes at even money (2.00) or better, we've truly struck gold — built-in value right from kick-off!*

I spot these opportunities all the time, with some games going off as high as **2.70 pre-match** — real edges that make the effort worthwhile.

## In-Running Value

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At this stage, we might still have plenty of games on our shortlist, but their pre-match BTTS Yes odds are all below even money (under 2.00). That's where the magic of **in-running trading** comes in.

We place our desired even money (or better) back bet on BTTS Yes directly into Betfair's exchange and click **"Keep"** (or set it to persist) so the bet stays open, waiting to be matched once the match goes in-play. Not every bet will get matched — but those that do give us exactly the price we want (2.00+).

This approach works brilliantly because it exploits two key factors that influence every football match...

## Factor One: The 30-Minute Rule

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The average time for the first goal in football matches is typically **around the 30-minute mark**. This isn't just made up — check it out in any league in the world:

- **Premier League:** 30–32 minutes on average
- **Bundesliga:** Around 28 minutes
- **La Liga / Serie A / Ligue 1:** Closer to 31–34 minutes

Teams are at their most organised right at the start — the manager's instructions are fresh, shapes are tight. But as the half progresses, fatigue sets in, concentration dips, and little gaps appear in defences that weren't there earlier. That's when chances multiply and BTTS opportunities really open up.

***Waiting until the 20–30 minute mark can be pure gold: if it's still 0-0, BTTS Yes odds often drift higher — giving us our juicy even-money price.***

## Factor Two: The Last 30 Minutes

The **last 30 minutes** of a football match (including stoppage time) is where the most goals are scored — a rock-solid fact that plays out week after week across every league in the world.

As the game wears on, someone is almost always chasing a result, fatigue creeps in, defences open up, and the match becomes wide open. Naturally, goals follow.

Even if your bet hasn't matched early, you're perfectly positioned: the odds can stay attractive (or even drift a bit more) into that high-goal window, giving us a great chance to get our original target of even money (2.00) matched in-play.

## ★ Exciting BTTS Developments Incoming!

### A Game-Changer Launches This Friday!

This Friday we're launching something a bit special. If you've enjoyed this guide to the BTTS market — or even just like the sound of it — then you're exactly the kind of person who'll want to stick around.

I can't spill too many details just yet, but you'll soon be able to benefit directly from all the research and strategies I've shared here. We're also putting together some handy betting tools to help you spot your own picks, sharpen your skills, and trade more effectively — whether you're a complete beginner or looking to level up.

***Watch this space and check back on Friday 13th March 2026. Unlucky for some — but very lucky for you!***

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*Father and Son team — combining experience and know-how with a sharp mathematical mind, delivering well-researched, profitable betting tips.*